

REMARKS

Claims 1-23 are now pending in the application. The Examiner is respectfully requested to reconsider and withdraw the rejections in view of the amendments and remarks contained herein.

REJECTION UNDER 35 U.S.C. § 102

Claims 1-23 stand rejected under 35 U.S.C. § 102(b) as being anticipated by Trefethan et al. (U.S. Pat. No. 5,960,405). This rejection is respectfully traversed.

Applicants respectfully direct the Examiner's attention to amended independent Claims 1, 15, 17 and 23 which contain the limitation that the system is configured for "receiving order data via a network from a user terminal." Applicants note that while Trefethan, et al. discloses several methods for communicating orders, each method utilizes an intermediary "world wide partner" (94) in the system. This is opposed to Applicants' claimed system which utilizes direct orders through a network from "a user terminal". Applicants further note that Trefethan, et al. does not specifically teach the use of a "user terminal" in direct communication with a centralized business center. As Trefethan, et al. does not teach each limitation as claimed, Applicants respectfully assert rejection under 35 U.S.C. § 102 is improper.

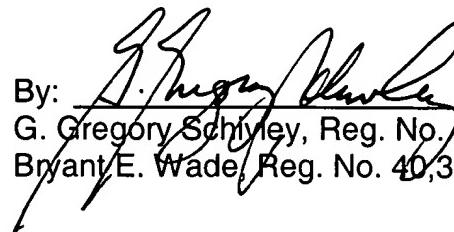
CONCLUSION

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action, and as such, the present application is in condition for allowance. Thus, prompt Serial No. 09/974,773

and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

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